

Idaho Travel Council Grant Program Summit
March 5, 2009
Holiday Inn - Boise, Idaho

Agenda

Thursday, March 5, 2009

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| 9:00 a.m. | Welcome <ul style="list-style-type: none">• Introductions• Housekeeping | Cathy Bournier, Grant Program Manager |
| 9:15 a.m. | New Website | Cathy Bournier |
| | Application Process <ul style="list-style-type: none">• Budget YTD• Contract Changes• Grant Application On-Line System | |
| 9:45 a.m. | <ul style="list-style-type: none">• Direct Deposit• Narrative Reports• Amendments & Extensions | Cathy Bournier |
| 10:30 | <ul style="list-style-type: none">• Brand Channels | Diane Norton, Tourism Division |
| 10:45 a.m. | Break | |
| 11:00 a.m. | State Marketing Plan Review | Bill Drake & Josh Mercaldo, drake/cooper advertising |
| Noon | Working Lunch: | |
| 12:15 p.m. | <ul style="list-style-type: none">• Product Review | Allison Cessna, Madden Media |
| 12:30 p.m. | <ul style="list-style-type: none">• Product Introduction | Regal 360 |
| 1:15 p.m. | Grant Program Handbook Review <ul style="list-style-type: none">• Introduction to New Format• Chapter 1: Advertising• Chapter 2: Travel & Trade Shows• Chapter 3: Websites• Chapter 4: FAMS• Remaining Chapters | Cathy Bournier |
| 2:30 p.m. | Remarks & Comments | Karen Ballard, Administrator Tourism Development |
| 3:00 p.m. | Open Discussion <ul style="list-style-type: none">• Best Practices, Success Stories, Road Blocks | |
| 4:00 p.m. | Adjourn | |